



2015-2016 Strategies

Goal A—IACLEA will promote campus public safety through education and accreditation.

1. Provide affordable professional development on topics of interest by holding eight webinars this year, creating a webinar library in IACLEA Connections, and marketing webinars to non-members and other higher education associations.
2. Explore the feasibility of a program to recognize members' professional development/continuing education through either a certification program (to recognize an individual who has met certain predetermined qualifications or standards) or a certificate/medal program (which recognizes attendance at professional development programs).
3. Develop a Command College for individuals serving in command-level positions, utilizing existing grant funds, by appointing a committee to identify Subject Matter Experts, content areas, and delivery systems.

Goal B—IACLEA will be the leading resource for the evaluation, modification, and development of public policy impacting campus public safety and law enforcement.

1. Investigate the feasibility of establishing a physical address or foothold in Washington D.C.
2. Promote the proposed Regulatory Reform initiative in Congress by educating members about its benefits and providing materials for members to use to advance this measure.
3. Create mechanisms to enhance participation by members and the campus public safety profession in the Higher Education Opportunities Act reauthorization process.
4. Provide timely communications to members regarding public policy issues and disseminate resources such as white papers to members who have limited budgets.

Goal C—IACLEA will promote its visibility and the image of the campus public safety profession through collaboration with other stakeholders.

1. Identify presenters and design presentations on the value of campus public safety for consideration to be delivered at annual conferences of other higher education associations and stakeholder meetings.

2. Create resources on Clery Act compliance for members from smaller institutions with limited budgets. Resources could include regional seminars, a monthly conference call, webinars and a Frequently Asked Questions piece.
3. Develop new strategies to push out to members breaking news of interest and to craft and disseminate IACLEA statements on major timely events. Consider retaining a media relations specialist to advance this strategy.
4. Increase visibility by providing to members certificates of membership, member orientation toolkits, and promotional videos that they can post on their departmental website.
5. Create a social media program to provide updates to members and the general public using major social media systems.

Goal D—IACLEA will ensure the effective governance and financial health of the Association.

1. Conduct research and develop data on the value of membership and the Return on Investment (ROI) for members and benchmark dues against other higher education associations.
2. Implement the Bylaw change to charge the Leadership Development Committee with playing an active role in identifying and developing future leaders. Strategies include webinars on leadership, a workshop at the 2016 Annual Conference, and education on critical leadership skills, such as organizational skills, financial management, team-building, time management and effective leadership development.
3. Review and implement, where feasible, the recommendations of the Consultant's report on the Annual Conference. Consider changes to the host responsibilities and host event financing. Consider a proposal to solicit hosts first and then determine whether adequate facilities exist in those cities.
4. Research and adopt a sponsorship program to defer the costs of webinars and other professional development programs.

Goal E—IACLEA will increase its membership worldwide.

1. Select a marketing firm to assist with developing strategies and programs to increase membership through effective recruitment and retention measures.
2. Identify current programs and services that should be designated as members-only and limit access to only individuals who are members.
3. Provide support to other national and state associations and explore the possibility of partnerships that are mutually beneficial.